

Implementing the FY07 Metrics Baseline

Greg Hunolt, SGT

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- **What's coming:**
 - **The new baseline, its goals, approval, and the goal for FY07.**
 - **Mission Statement and Project-Specific and Common metrics,**
 - **Changes in reporting for common metrics, one by one:**
 - **Users (metrics 1 and 2);**
 - **Products (metrics 4A and 3A);**
 - **Services (metrics 4B and 3B);**
 - **Data volumes as applicable (metrics 5 and 6);**
 - **No more 7 (response times).**
 - **Support to projects as they report to the new baseline.**

FY07 Metrics Baseline Goals and Approval

- **Goals of the October 2005 MPAR-WG recommendation for changes to the metrics baseline were:**
 - Increase flexibility of current metrics to accommodate varied nature of projects (e.g. broaden definition of product beyond digital data);
 - Add service metrics to accommodate projects who provide services that can not be characterized by product oriented metrics;
 - Add optional project-defined metrics to enable projects to propose and use metrics that relate directly to their stated goals / objectives;
 - Anticipate needs of ACCESS projects.
- **MPAR-WG recommendation approved by Martha Maiden, NASA HQ, September 26, 2006:**
 - Changes to metrics 1 – 6 were approved; metric 7 dropped.
 - New service metrics were approved as experimental, with a report on experience with them due in one year, i.e. on FY07 experience;
 - Mission statement and project-defined metrics were part of the package that was approved.
- **Goal for FY07:** The best possible set of REASoN / ACCESS metrics for the full year.

Mission Statement and Project-Defined Metrics

- **Metrics Mission Statement:** To measure the success of each project in meeting its stated goals and objectives, to show the role and contribution of each project to the NASA science, application, and education programs, and to enable an overall assessment of the success of programs such as REASoN / ACCESS and their contribution to NASA's goals.
- **Project Specific – Project Defined Metrics:**
 - Metrics will include project-specific metrics and common metrics.
 - Common metrics, reported by most if not all projects, will be overall measures with sufficient cross-project commonality to allow assessment of the REASoN / ACCESS (etc.) program(s) as a whole, and will not be used as comparative measures of project performance.
 - Projects may add one or more project-specific metrics, defined by each Project as best measures of its performance against its objectives.
 - Both common metrics and project-specific metrics will be reported monthly unless otherwise agreed between a project and its study manager.

Common Metric - #1, Distinct Users

Metric	Definition
Number of Distinct Users	The number of distinct individual users who, by any means, request and receive or in some other way use products, services and/or other information during the reporting period.

- The definition of metric #1 has been broadened.
- This is now consistent with the way projects have reported this metric in FY06.
- Most likely, no change in the reporting of this metric would be needed in FY07.

Common Metric - #2, Distinct Users by Class

Metric	Definition
Characterization of Distinct Users Requesting Products and Information	Classes of users who obtain products and services from the project. The metric will show the numbers of distinct users accessing data and services from classes identified by internet domains or other identification that can be related to domain classes: from a) first-tier domains: [...], and b) second-tier domains, [...].

- No change in the reporting of this metric in FY07 for most projects;
- A few projects have been reporting percentages instead of counts, or have not been reporting distinct users.

Common Metric - #4A, Product Types (website #4)

Metric	Definition
Number of Distinct Product Types Produced and Maintained by Project	A product type refers to a collection of ‘products’ of the same type such as “sea surface temperature datasets”, tools or other capabilities, and/or types of separately available information products that a project such as a REASoN or ACCESS provides to its users. The intent is to capture the user view of the product types provided by the project, i.e. how the project’s product types are presented to the user.

- The definition of ‘product type’ has been broadened beyond ‘data products’ - many projects provide other kinds of products, e.g. tools, information, etc.
- This is consistent with FY06 reporting.
- If a project provides several types of products that can not be sensibly lumped together, the project can use one or more project-defined metrics.
- Baseline comments can be used to list or describe the project’s product types.

Common Metric - #3A, Products Delivered (website #3)

Metric	Definition
Number of Products Delivered to Users	<p>The number of separately cataloged and ordered, dynamically produced, or otherwise made available data and/or information products delivered, and/or tools provided to users during the reporting period by each project.</p> <p>A 'product' (an instance of a metric 4A product type) is an item (pre-prepared or produced on demand) that may be listed in a product catalog, inventory or menu, a publication, or a customized product produced by a project for a particular user. The intent is to capture the presentation to the user of the data products, information products and/or tools provided by the project.</p>

- This metric counts the instances of product types (4A) that are delivered.
- This is consistent with FY06 reporting.

Common Metric - #4B, Service Types (website #11)

Metric	Definition
Number of Distinct Service Types Provided by Project	A service type refers to a separately accessible web service or other capability, and/or any other separately available service of any kind, that a REASoN / ACCESS Project provides to its users. The intent is to capture the user view of the services and capabilities provided by the project, i.e. how the project's services are presented to the user.

- This is a new metric, needed since some projects provide services as distinct from products (some projects provide both services and products).
- Experimental for FY07.
- If a project provides several types of services that can not be sensibly lumped together, the project can use one or more project-defined metrics.
- Baseline comments can be used to list or describe the project's service types.

Common Metric - #3B, Services Provided (website 12)

Metric	Definition
Number of Services Provided to Users	<p>The number of services provided to users during the reporting period by a project such as a REASoN or ACCESS. A service provided is a session with, or invocation of, an on-line service or capability selectable from a general menu of available services or capabilities, or an instance of a service otherwise provided (e.g. an exhibit, workshop or presentation), or a customized service such as development of novel data, custom model runs, etc.).</p> <p>The intent is to capture how the information services and capabilities provided by the project are presented to the user.</p>

- This is a new metric, for reporting the number of instances of the service types (4B) that a project provides.
- Experimental for FY07.

Common Metric - #5, Volume of Data Distributed

Metric	Definition
Volume of Data Distributed	<p>The volume of data and/or data products and/or information provided as web downloads or otherwise distributed to users during the reporting period (in MB, GB or TB as appropriate, to three significant digits precision, e.g. “10.2 GB” as opposed to “10,186 MB”).</p> <p>For some projects, not distributing digital data, the proper answer is ‘not applicable’.</p>

- The definition is broadened, and recognizes that this metric will not apply to some projects.
- Consistent with FY06 practice; no change in reporting of this metric in FY07.

Common Metric - #6, Data Volume Available

Metric	Definition
Total Volume of Data Available for Research and Other Uses	<p>The total cumulative volume, as of the end of the reporting period, of data and products held by the project and available to researchers and other users (MB, GB or TB to three significant digits). This number can include data that are not on-line but are available through other means.</p> <p>For some projects, not holding digital data, the proper answer is 'not applicable'.</p>

- The definition recognizes that this metric will not apply to some projects.
- Consistent with FY06 practice; no change in reporting of this metric in FY07.

Former Common Metric - #7, Response Times

- Metric 7 is dropped for FY07!

Implementing the New Baseline for FY07!

- Information on the new baseline distributed to the REASoN projects on October 4, 2006 (all REASoNs had seen this in the review process), with an offer of assistance.
- After the MPAR-WG, the new version of the metrics website developed by UMD to support the new baseline will be operational at GSFC:
New version supports the two new service metrics, up to four project-defined metrics, separate baseline and supplementary comments, and other improvements.
I will enter baseline comments received from projects this year, projects to review and update as needed.
- After the MPAR-WG, with or following Rama's reminder for October metrics (i.e., the first for FY07), I will again contact the projects:
 - Make initial contact with ACCESS projects, offer assistance as needed;
 - Information regarding the metrics website;
 - Suggest some candidate project-defined metrics.
- Monitor October reporting, provide feedback to projects as needed, assistance as needed, to resolve any problems that may arise.
- Continue monitoring / assisting, reporting to Rama and Kathy.